

WHO are we empathizing with?

We are empathizing with **Ethan**, a 22-year-old college student who is hosting a movie night with friends. He is busy, values convenience, and wants to provide a good snack experience without hassle. He prefers digital solutions that are easy, fast, and reliable.



What do they HEAR?

Recommendations from friends: “This app is super useful for quick snack deliveries.

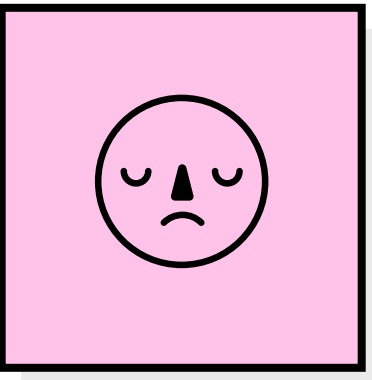
GOAL

What do they THINK and FEEL?

Will my snacks arrive on time?
Is this app trustworthy for payments?

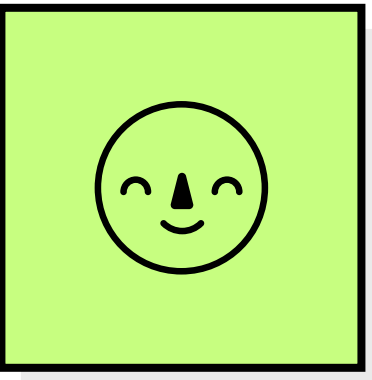
PAINS

- Limited variety or customization in other apps
- Slow or confusing checkout process



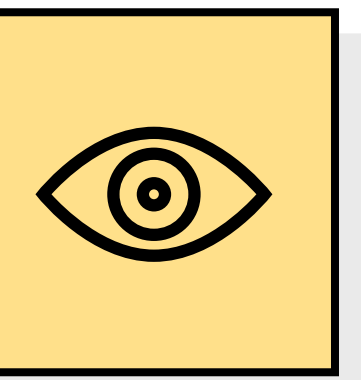
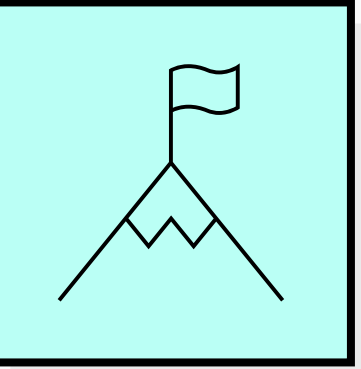
GAINS

- All snacks in one place, easy checkout
- Real-time tracking gives peace of mind



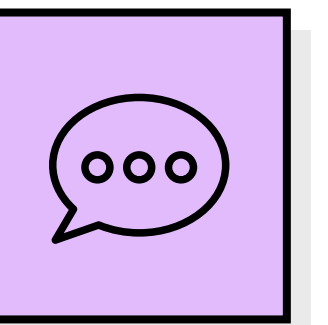
What do they need to DO?

Trust the payment system is secure.
Ensure snacks arrive before or during the movie.



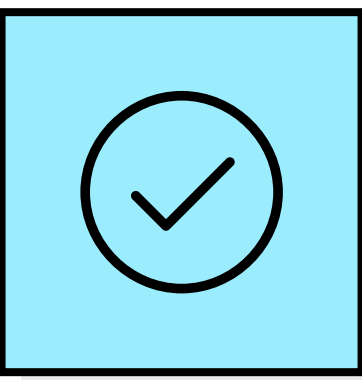
What do they SEE?

Easy navigation and clear cart updates
A clean and friendly UI design



What do they SAY?

I don't have time to visit multiple stores.
I wish I could order all snacks from one place.



What do they DO?

Add items to the cart, adjust quantities.
Choose delivery method and timing
Enter payment details and confirm order